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**CITY OF OAKLAND  
CITY COUNCIL AGENDA REPORT**

TO: Office of the City Manager  
ATTN: Deborah Edgerly, Interim City Manager  
FROM: Cultural Arts & Marketing Department  
DATE: December 9, 2003

RE: **REQUEST AND RESOLUTION TO APPROPRIATE AND  
EXPEND IN AN AMOUNT NOT TO EXCEED \$600,000 TOWARD  
CAPITAL IMPROVEMENT PROJECT: EMERGENCY  
SATELLITE UPLINK/DOWNLINK SYSTEM**

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**SUMMARY**

Staff is requesting Council approval to appropriate and expend up to \$600,000 to purchase a satellite uplink/downlink system that will provide the City of Oakland with state of the art communications technology that is crucial to emergency response in the event of a disaster.

In the past 16 years, Oakland has experienced eight federally declared disasters and the City must be adequately prepared for emergency response in the event of a future occurrence. Once installed, the system will allow the City to bypass traditional public communications systems and communicate directly with Federal, State and local agencies to coordinate disaster response efforts. This real-time communication between authorities during an actual emergency situation will improve response times, damage assessment and recovery.

Moreover, the satellite system will enable KTOP and the City of Oakland to provide free, quality community programming available only through downlink technology. This includes educational programs for City staff and public that FEMA provides, as well as programming from Annenberg, Reading is Fundamental Network (RIFNET- literacy education), Classic Arts TV, Comet, National Association of Telecommunications & Advisors (NATOA), NASA and others. The system can also be used to uplink video feeds from KTOP's studio to commercial broadcast news sectors and enable KTOP to distribute original programming via satellite.

**FISCAL IMPACT**

The satellite system will be paid for by a portion of the settlement already received from the AT&T Cable Franchise Non-compliance Settlement dated July 2002 in an amount not to exceed \$600,000. These funds are being held in Fund 1010, Org. 03121 (City Clerk Administration), Account 41619 (Misc. Franchise Tax), P219410 (Non-Compliance Settlement). Earmarked exclusively for technology, these funds will pay for purchase, installation and maintenance for the first three years (\$563,500), personnel training, (\$10,000), and FCC license (\$15,000). Staff

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will return to Council for approval of the recommended vendor. Continued operation and maintenance of the system will be included in KTOP-TV's budget beginning in FY 2005-07.

The satellite system is expected to generate significant revenue to the City through the ability to offer professional uplink services to broadcast and commercial entities. The current KTOP facility would rival studio facilities found in New York and Hollywood. The most popular studio rental environment is the facility which complements its studio with satellite uplink/downlink capability. Film producers, corporations and network news entities routinely book facilities like KTOP's studio with digital uplink capabilities on a daily basis to provide live feeds to broadcast shows.

KTOP staff is working with the Budget Office to determine eligibility for Homeland Security Funds to provide additional funding for emergency backup generators that would provide power during a catastrophic disaster.

## **BACKGROUND**

The addition of two-way satellite and video capabilities via KTOP to the Emergency Operations Center (EOC) communications systems will increase the City's ability to prepare for, respond to and recover from natural and human caused emergencies and disasters. Oakland has been through eight federally declared disasters in the past sixteen years, including the largest urban fire in the United States and the Loma Prieta earthquake. The City sits on a major earthquake fault and the likelihood that a major quake will occur grows stronger every year.

Oakland has one of the most sophisticated locally controlled alerting and warning systems in the country and is a member of the San Francisco Bay Area Emergency Alerting System. It includes KTOP, a locally-controlled AM radio transmitter (530 AM), a dedicated citywide siren system, an established agreement with the local Amateur Radio Civil Emergency Services Club and a state of the art Emergency Operations Center. KTOP, Office of Emergency Services, and other City departments that have functional responsibilities in an emergency have undergone numerous drills and exercises to test our response and recovery abilities. In every case the ability to communicate is always identified as one of the top functions needing improvement.

## **KEY ISSUES AND IMPACTS**

Currently the element missing from the City's alerting and warning system is the ability to transmit and receive real-time television and video signals from the EOC. A satellite uplink/downlink system would complete the City's state-of-the-art emergency response system as follows:

- Preparedness – Disaster preparedness and public education conferences and training could be presented to designated staff in all City departments. FEMA teleconferences are currently not available in Oakland. A satellite up/downlink would remedy this.

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- Response – Real-time communication with field response units directly impacts our ability to save lives, assess damage and protect property. The satellite system will enable back-and-forth real-time communication with federal and state agencies.
- Recovery – The ability for City officials to communicate directly with affected neighborhoods during recovery is essential. Large-scale events affect large numbers of people over long periods of time and the recovery process can be long and arduous. The ability to receive and transmit information from federal and state authorities in a timely and effective manner can contribute to a speedy recovery for victims of disaster.

In addition, community programming, which is a mandatory KTOP function, has been severely limited by the lack of an acquisitions licensing budget. This has greatly hindered KTOP's ability to attract viewers. The availability of the satellite downlink system will enable KTOP to acquire a wider range of quality informational public safety and culturally diverse programming.

**PROJECT DESCRIPTION**

The uplink/downlink system will be used for emergency response situations, community programming and revenue generation. The system includes a 3.8 meter satellite dish and associated electronic sub-systems. The system will be installed at a location in close proximity to City Hall and KTOP studios such as the City's Emergency Operations Center or the Main Library.

Upon vendor approval, the project installation task is projected over a three-month time-line. The first month will be focused on the antenna sight preparation which will include radio frequency measurements and structural foundation preparations. The second month will be focused on satellite transmitter facility preparation, including equipment installation and HVAC installation. The third month will be focused on studio preparation and equipment installation. The final two weeks of the third month will be dedicated to system checkout and system delivery.

Maintenance for the system is on a time-line and is associated with normal equipment usage and wear.

**SUSTAINABLE OPPORTUNITIES**

Economic: The emergency satellite system will speed up economic recovery through immediate access to information from regional, state and national sources. Damages will be assessed more quickly and rebuilding will be expedited.

Environmental: Not identified at this time.

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Social Equity: For the community, an Emergency Satellite System will provide citizens with the most immediate information in the event of a disaster. The City will be able to convey a clear and coordinated message about emergency response procedures identifying local shelters, citizen safety measures, and how to obtain other vital services.

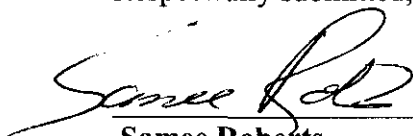
#### **DISABILITY AND SENIOR CITIZEN ACCESS**

The purchase and installation of this equipment allows KTOP and the City of Oakland to provide detailed information about the City of Oakland's emergency response procedures which affect this particular community. In times of emergency, the commercial media covers events over a wide geographical area. Community-specific information will reduce confusion for senior citizens, those with disabilities as well as the general population.

#### **ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that City Council approve this request and Resolution to appropriate and expend in an amount not to exceed \$600,000 to initiate purchase and installation of the Emergency Satellite System.

Respectfully submitted,



**Samee Roberts**

Marketing Manager, Cultural Arts & Marketing Dept.

Prepared by:  
Ashley James, Station Manager  
KTOP - TV

APPROVED FOR FORWARDING TO THE  
FINANCE COMMITTEE:



OFFICE OF THE CITY MANAGER

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OAKLAND CITY COUNCIL

*A. Floyd*

OFFICE OF THE CITY CLERK  
COLLECTED

RESOLUTION NO. \_\_\_\_\_ C. M. S.

INTRODUCED BY COUNCILMEMBER \_\_\_\_\_  
2003 PM 5:23

RESOLUTION TO AUTHORIZE THE CITY MANAGER TO APPROPRIATE AND EXPEND IN AN AMOUNT NOT TO EXCEED \$600,000 TOWARD CAPITAL IMPROVEMENT PROJECT: EMERGENCY SATELLITE UPLINK/DOWNLINK SYSTEM

WHEREAS, the City of Oakland has experienced eight federally declared disasters in the past 16 years, and must be prepared for emergency response; and

WHEREAS, an emergency uplink/downlink satellite system will provide the City of Oakland with state of the art communications technology that is essential to emergency response; and

WHEREAS, the satellite system will allow the City of Oakland to communicate directly with Federal, State and local agencies to coordinate disaster response efforts; and

WHEREAS, the satellite system will enable KTOP-TV and the City of Oakland to provide free, quality programming only available through downlink technology; and

WHEREAS, the satellite system is a potential source of revenue for the City; and

WHEREAS, funding in the amount of \$600,000 is available from the technology fund established by the July 2002 AT&T Cable Franchise Non-Compliance Settlement Agreement; and,

WHEREAS, these funds are currently unallocated and will not affect the City's baseline; and,

WHEREAS, the City Council finds that this request to appropriate and expend these funds is necessary for the City's emergency response system; now therefore be it

RESOLVED: that the Oakland City Council hereby authorizes the City Manager to appropriate and expend in an amount not to exceed \$600,000 towards the capital improvement project: emergency satellite uplink/downlink system.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2003 \_\_\_\_\_  
PASSED BY THE FOLLOWING VOTE:

- AYES -
- NOES -
- ABSENT -
- ABSTENTION -

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FINANCE & MANAGEMENT CMTE.

DEC 9 2003

Attest: \_\_\_\_\_  
CEDA FLOYD  
City Clerk and Clerk of the Council  
of the City of Oakland, California